What is claimed is:

1.   A method for synchronizing content stored in different encoding formats, comprising the steps of:

        Accessing first content stored at a first format, the first content having timecodes

5   superimposed on its frames;

        Determining the superimposed timecodes of first and second representative frames of the first content;

        Determining the frame numbers corresponding to the first and second representative frames; and

10   Using the determined timecodes and frame numbers to determine general correspondence information between frame numbers and timecodes of the first format.

2.   The method of claim 1, further comprising the steps of:

        receiving a specification of a portion of first content, the specification including markers indicating the starting and ending frames of the portion; and

15   Using the correspondence information to determine timecodes for the starting and ending frames of the specified portion.

3.   The method of claim 2, further comprising the steps of:

Accessing the same content stored in a second format and having associated timecodes;

Using the determined starting and ending frame timecodes to retrieving a portion of the second content having timecodes corresponding to the specified portion of first content.

5   4.   The method of claim 1, wherein the starting mark and ending mark further comprise frame numbers.

5.   The method of claim 1, wherein the superimposed timecodes further comprise timecodes burned into the first frames.

6.   The method of claim 1, wherein the superimposed timecodes further comprise encoded

10   marks.

7.   The method of claim 6, wherein the timecode of at least one of the first and second representative frames is determined by decoding its mark.

8.   The method of claim 1, wherein the timecode of at least one of the first and second representative frames is determined by reading the timecode on the frame.

15   9.   The method of claim 8, wherein reading is performed using optical character recognition apparatus.

SVL920010030US1   -25-

10.   The method of claim 1, wherein the timecode of at least one of the first and second

representative frames is determined by prompting a user to view the frame and input its

timecode.

11.   The method of claim 1, wherein the timecode of at least one of the first and second

5   representative frames is determined automatically as part of a thumbnail generation process.

12.   The method of claim 1, wherein the timecode of at least one of the first and second

representative frames is determined automatically as part of a storyboard generation process.

13.   A system for synchronizing content stored in different encoding formats, comprising:

Storage for storing content at a first format, the first content having timecodes

10   superimposed on its frames;

Detection apparatus for determining the superimposed timecodes of first and second

representative frames of the first content;

A first software procedure for determining the frame numbers corresponding to the first

and second representative frames; and

15   A second software procedure for receiving the determined timecodes and frame numbers

and determine therefrom general correspondence information between frame numbers and

timecodes of the first format.

14.   The system of claim 13, further comprising:

An edit station for receiving a specification of a portion of first content, the specification

including markers indicating the starting and ending frames of the portion; and

A third software procedure for using the correspondence information to determine

5   timecodes for the starting and ending frames of the specified portion.

15.   The system of claim 14, further comprising:

A recall station for accessing the same content stored in a second format and having

associated timecodes and using the determined starting and ending frame timecodes to retrieving

a portion of the second content having timecodes corresponding to the specified portion of first

10   content.

16.   The system of claim 13, wherein the starting mark and ending mark further comprise

frame numbers.

17.   The system of claim 13, wherein the superimposed timecodes further comprise timecodes

burned into the first frames.

15   18.   The system of claim 13, wherein the superimposed timecodes further comprise encoded

marks.

19.   The system of claim 18, wherein the timecode of at least one of the first and second representative frames is determined by decoding its mark.

20.   The system of claim 13, wherein the timecode of at least one of the first and second representative frames is determined by reading the timecode on the frame.

21.   The system of claim 20, wherein reading is performed using optical character recognition apparatus.

22.   The system of claim 13, wherein the timecode of at least one of the first and second representative frames is determined by prompting a user to view the frame and input its timecode.

23.   The system of claim 13, wherein the timecode of at least one of the first and second representative frames is determined automatically as part of a thumbnail generation process.

24.   The system of claim 13, wherein the timecode of at least one of the first and second representative frames is determined automatically as part of a storyboard generation process.

25.   A program product containing instructions executable by a computer, the instructions

embodying a method for synchronizing content stored in different encoding formats, comprising

the steps of:

        Accessing content stored at a first format, the first content having timecodes

5   superimposed on its frames;

        Determining the superimposed timecodes of first and second representative frames of the

first content;

        Determining the frame numbers corresponding to the first and second representative

frames; and

10   Using the determined timecodes and frame numbers to determine general correspondence

information between frame numbers and timecodes of the first format.

26.   The method of claim 25, further comprising the steps of:

        receiving a specification of a portion of first content, the specification including markers

indicating the starting and ending frames of the portion; and

15   Using the correspondence information to determine timecodes for the starting and ending

frames of the specified portion.

27.   The method of claim 26, further comprising the steps of:

Accessing the same content stored in a second format and having associated timecodes;

Using the determined starting and ending frame timecodes to retrieving a portion of the second content having timecodes corresponding to the specified portion of first content.

5   28.   The method of claim 25, wherein the starting mark and ending mark further comprise frame numbers.

29.   The method of claim 25, wherein the superimposed timecodes further comprise timecodes burned into the first frames.

30.   The method of claim 25, wherein the superimposed timecodes further comprise encoded
10   marks.

31.   The method of claim 30, wherein the timecode of at least one of the first and second representative frames is determined by decoding its mark.

32.   The method of claim 25, wherein the timecode of at least one of the first and second representative frames is determined by reading the timecode on the frame.

33.   The method of claim 32, wherein reading is performed using optical character recognition apparatus.

34.   The method of claim 25, wherein the timecode of at least one of the first and second representative frames is determined by prompting a user to view the frame and input its

5   timecode.

35.   The method of claim 25, wherein the timecode of at least one of the first and second representative frames is determined automatically as part of a thumbnail generation process.

36.   The method of claim 25, wherein the timecode of at least one of the first and second representative frames is determined automatically as part of a storyboard generation process.